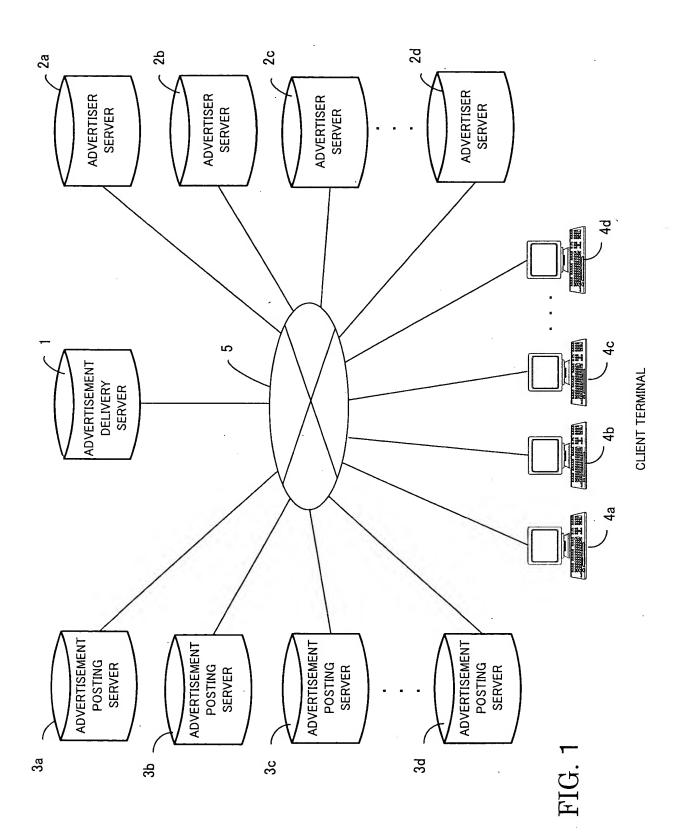
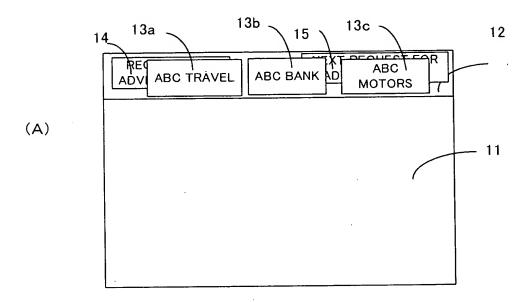
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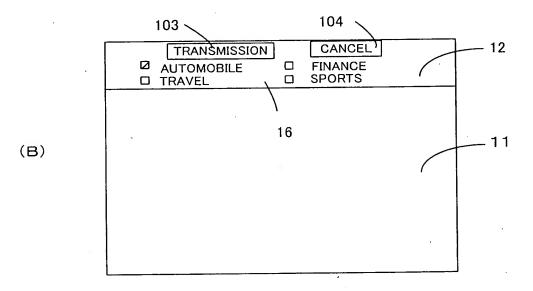
Title: ADVERTISEMENT DELIVERY METHOD AND SYSTEM Inventors: Hiromitsu TAKAYAMA Atty Docket No.: 402768
Leydig, Voit & Mayer 202-737-6770

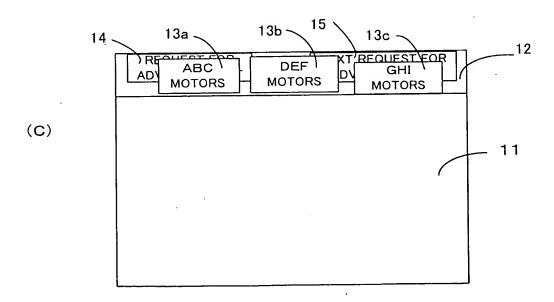


Title: ADVERTISEMENT DELIVERY METHOD AND SYSTEM

Inventors: Hiromitsu TAKAYAMA Atty Docket No.: 402768 Leydig, Voit & Mayer 202-737-6770



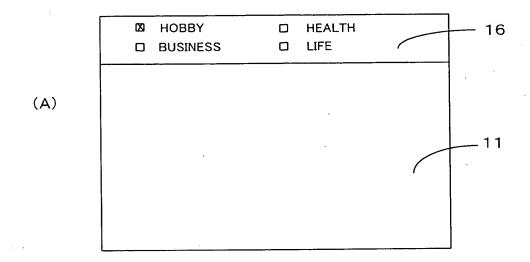


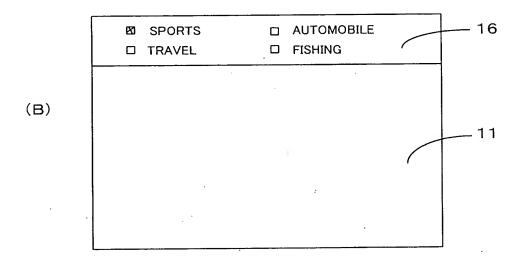


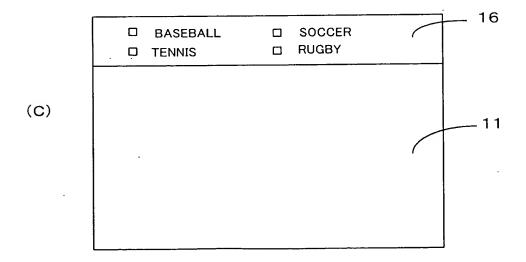
Title: ADVERTISEMENT DELIVERY METHOD AND SYSTEM Inventors: Hiromitsu TAKAYAMA

Atty Docket No.: 402768 Leydig, Voit & Mayer 202-73

202-737-6770







Title: ADVERTISEMENT DELIVERY METHOD AND SYSTEM
Inventors: Hiromitsu TAKAYAMA
Atty Docket No.: 402768
Leydig, Voit & Mayer 202-737-6770

FIG. 4

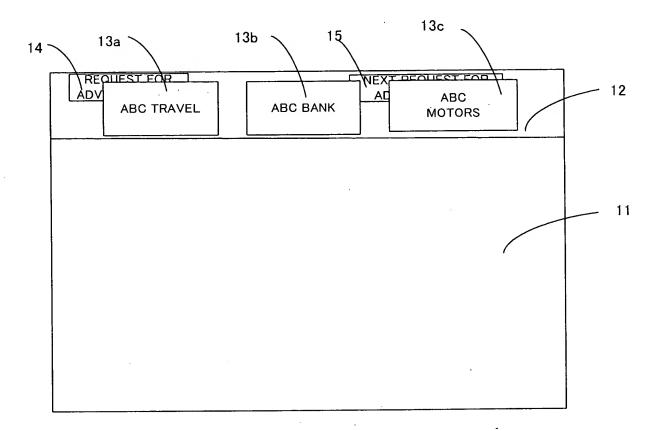
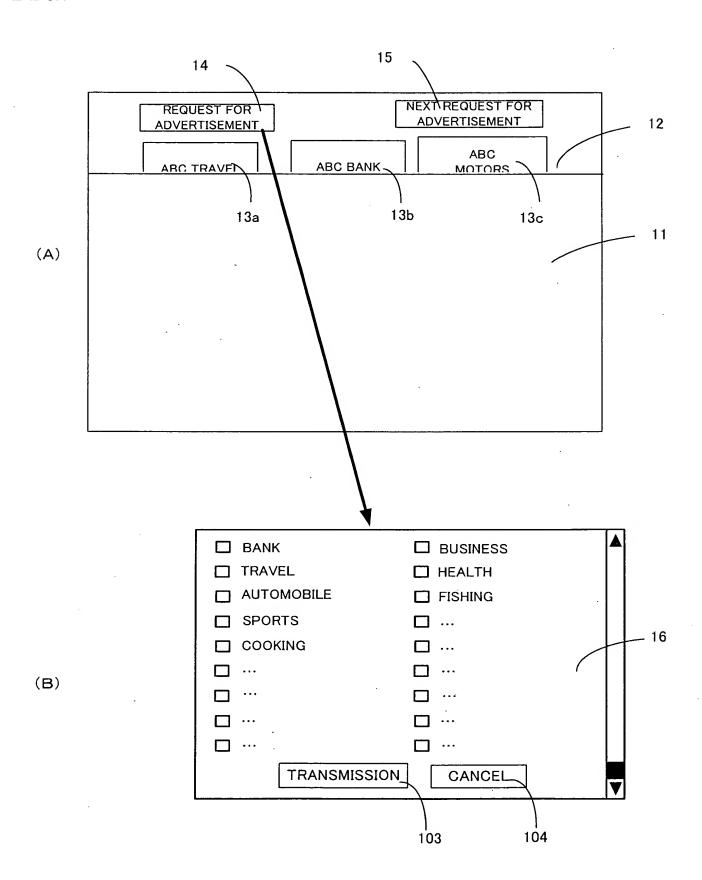


FIG. 5



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FIG. 6

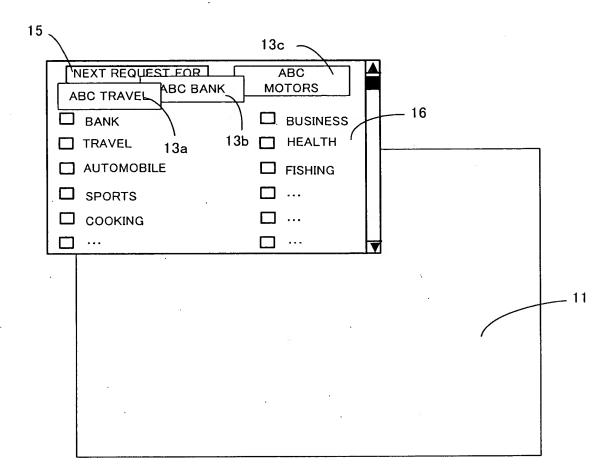
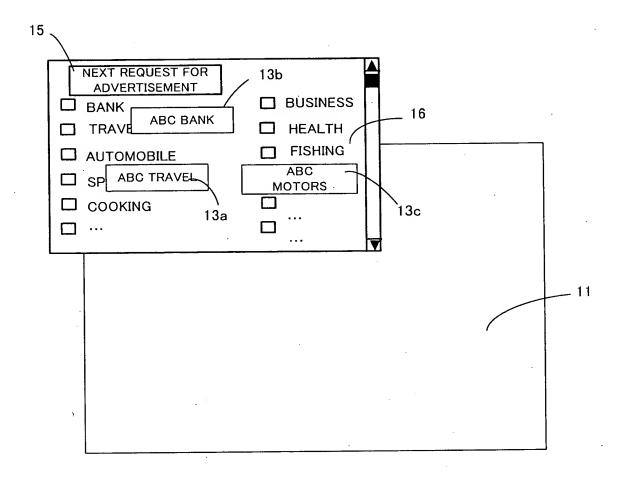
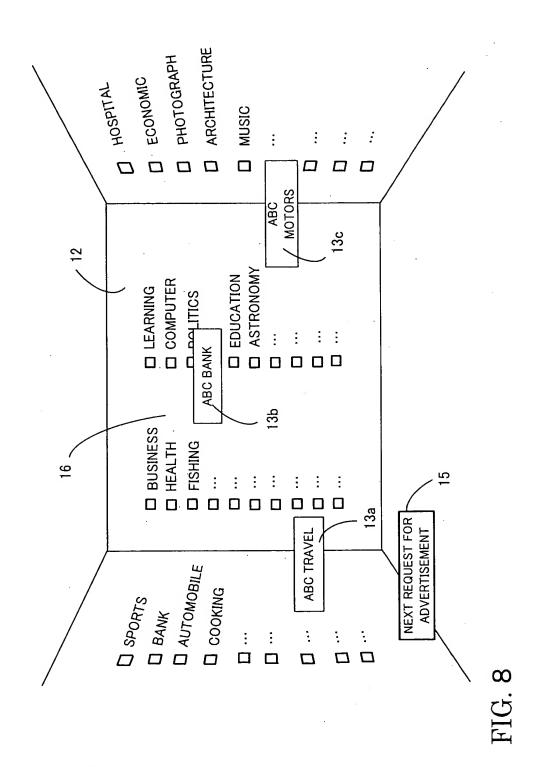


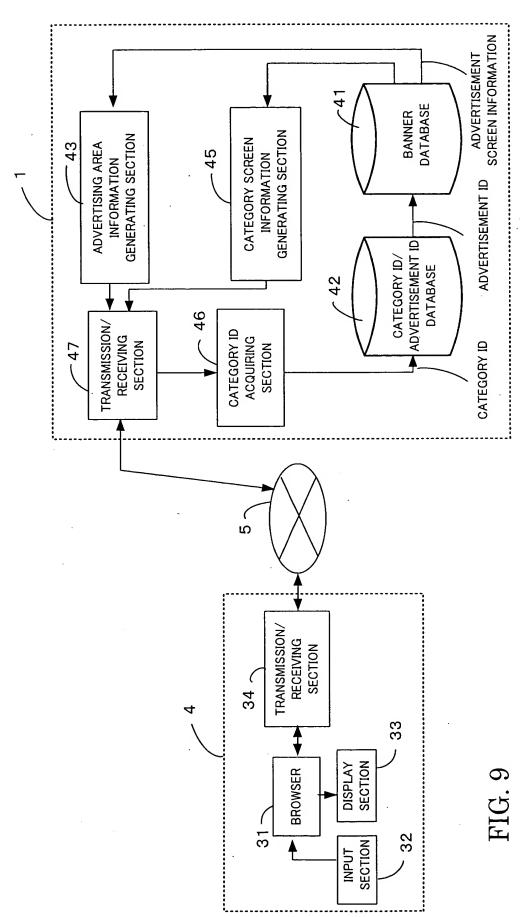
FIG. 7



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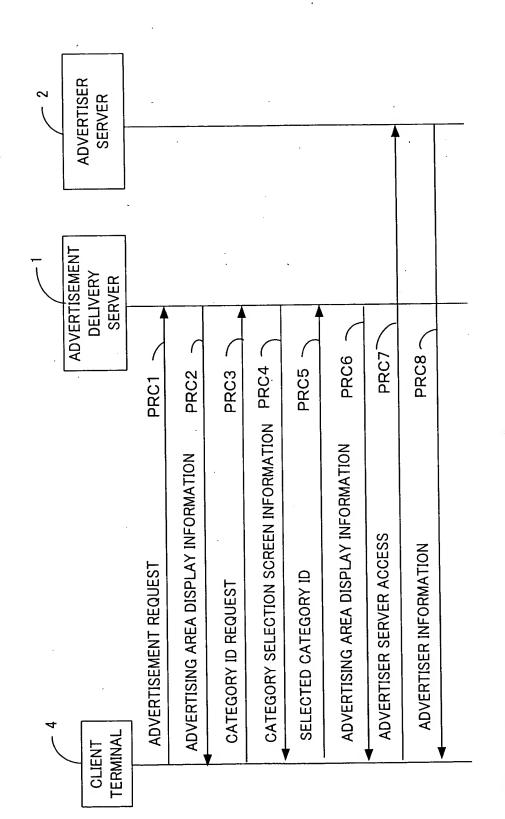


FIG. 10

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FIG. 1 1

Advertisement	Advertisement	Advertisement	Advertiser's Web Page
ID	Name	Contents Information	Address
1	ABCTravel	travel01.gif	http://ABCtravel.com
2	ABC Bank	bank01.gif	http://ABCbank.com
3	ABC Motors	` car01.gif	http://ABCmotor.com
. 4	DEFTravel	travel02.gif	http://DEFtravel.com
5	DEF Motors	car02.gif	http://DEFmotor.com
6	ABCSports	sport01.gif	http://ABCsport.com
7 ·	DEF Bank	bank02.gif	http://DEFbank.com
8	GHI Motors	car03.gif	http://GH[motor.com
9	DEFSports	sport02.gif	http://DEFsport.com
		•	

Advertisement	Advertisement	Advertiser's Web Page
ID	Contents Information	Address
1	travel01 gif	http://ABCtravel.com
2	bank01.gif	http://ABCbank.com
3	car01.gif	http://ABCmotor.com
4	travel02.gif	http://DEFtravel.com
5	car02.gif	http://DEFmotor.com
6	sport01.gif	http://ABCsport.com
.7	bank02.gif	http://DEFbank.com
8	car03.gif	http://GHImotor.com
9	sport02.gif	http://DEFsport.com
	,	

FIG. 13

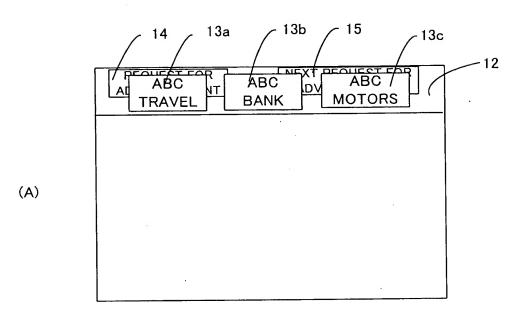
Category	Category	Advertisement
ID	Name	ID
1	Automobile	3,5,8,…
2	Travel	1,4,…
. 3	Finance	2,7,…
4	Sports	6,9,
		-
	-	

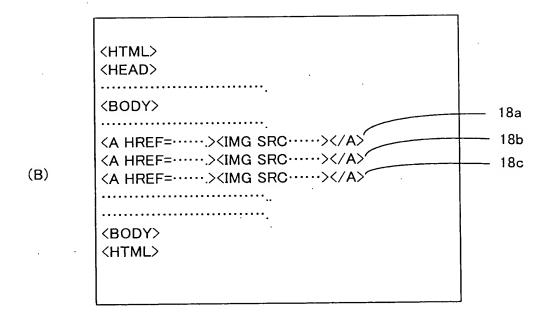
FIG. 14

Category	Advertisement
ID	ID
1	3.5.8,…
2	1,4…
3	2,7,…
4	6,9,…

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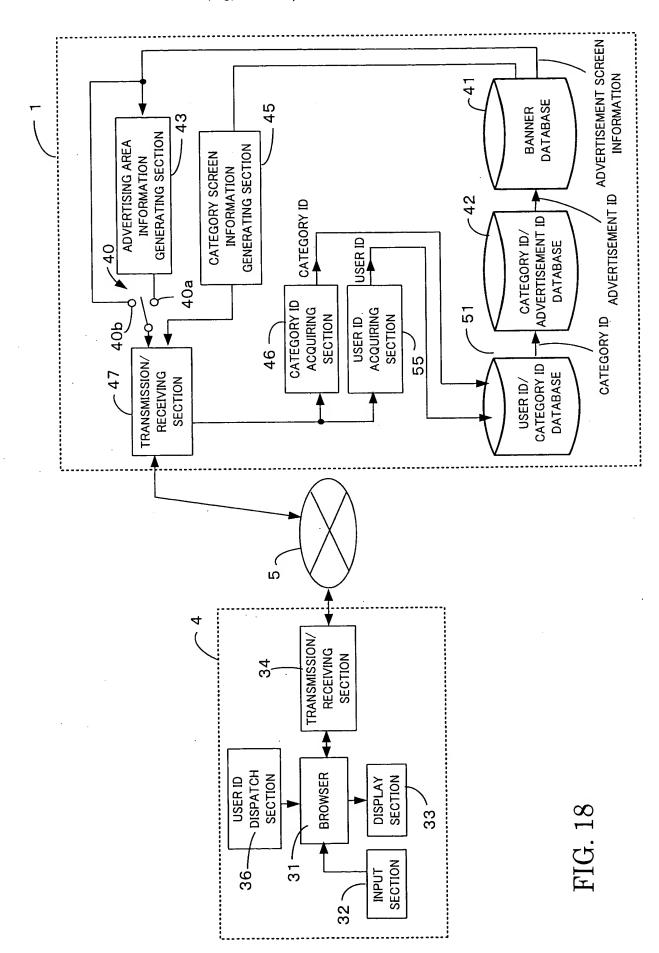
Title: ADVERTISEMENT DELIVERY METHOD AND SYSTEM Inventors: Hiromitsu TAKAYAMA
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FIG. 16

				Advertisement	_
Advertisement	Advertisement	Category	Category	Contents	Advertiser's Web Page
ID	Name	ID	Name	Information	Address
1	ABC Travel	2	Travel	travel01.gif	http://ABCtravel.com
2	ABC Bank	3	Finance	bank01.gif	http://ABCbank.com
3	ABC Motors	1	Automobile	car01.gif	http://ABCmotor.com
4	DEF Travel	2	Travel	travel02.gif	http://DEFtravel.com
5	DEF Motors	1	Automobile	car02.gif	http://DEFmotor.com
6	ABC Sports	4	Sports	sport01.gif	http://ABCsport.com
7	DEF Bank	3	Finance	bank02.gif	http://DEFbank.com
8	GHI Motors	1	Automobile	car03.gif	http://GHImotor.com
9	DEF Sports	4	Sports	sport02.gif	http://DEFsport.com

FIG. 1 7

Advertisement	Category	Advertisement Contents	Advertiser's Web Page
ID	ID	Information	Address
1	2	travel01.gif	http://ABCtravel.com
. 2	3	bank01.gif	http://ABCbank.com
3	1	car01.gif	http://ABCmotor.com
4	2	travel02.gif	http://DEFtravel.com
5	1	car02.gif	http://DEFmotor.com
6	4	sport01.gif	http://ABCsport.com
7 .	3	bank02.gif	http://DEFbank.com
8	1	car03.gif	http://GHImotor.com
9	4	sport02.gif	http://DEFsport.com



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FIG. 19

User	User	Selected Category	Category
ID	Name	ID	ID
1	SUZUKI	Automobile	1
2	SATO	Travel	2
3	TANAKA	Automobile, Finance	3,4,
4	FUKUDA	Sports	4

User	Category
ID	ID
1	1
2	2 .
3	3,4
4	4

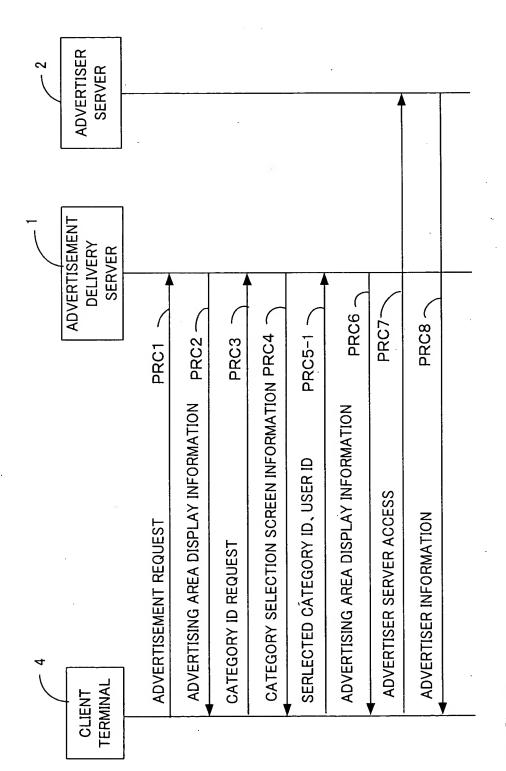
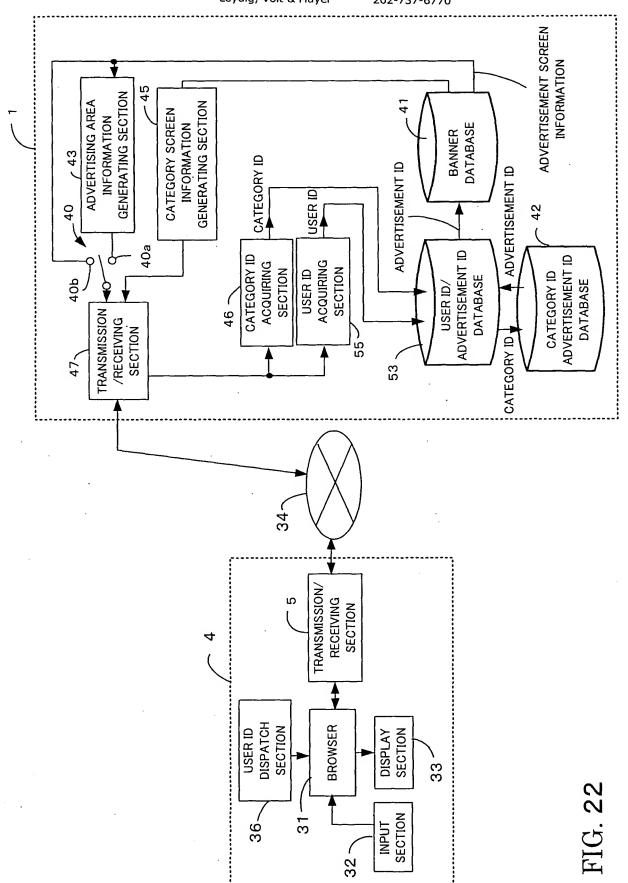


FIG. 21



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FIG. 23

User	User	Selected Category	Advertisement
. ID	Name	ID	ID
1	SUZUKI	Automobile	3,5,8,…
2	SATO	Travel	1,4…
3	TANAKA	Automobile, Finance	2,7,…
4	FUKUDA	Sports	6,9,…

FIG. 24

r	
User	Advertisement
ID	ID
1	3,5,8,…
2	1,4…
3	2,7,…
4	6,9,…
	-

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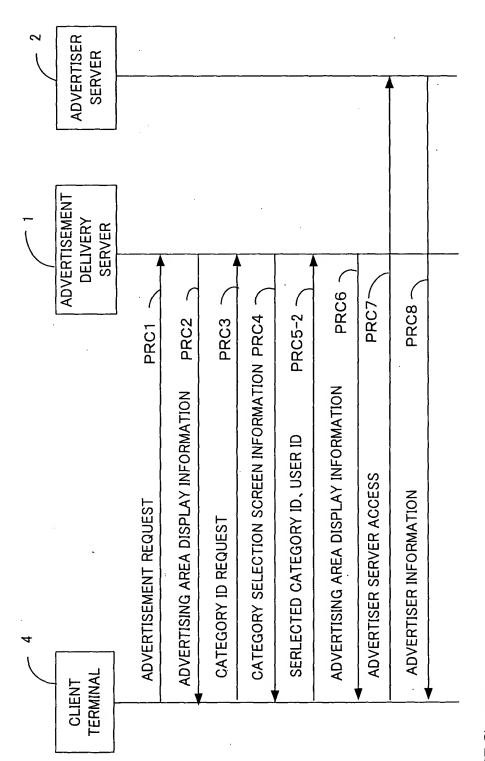
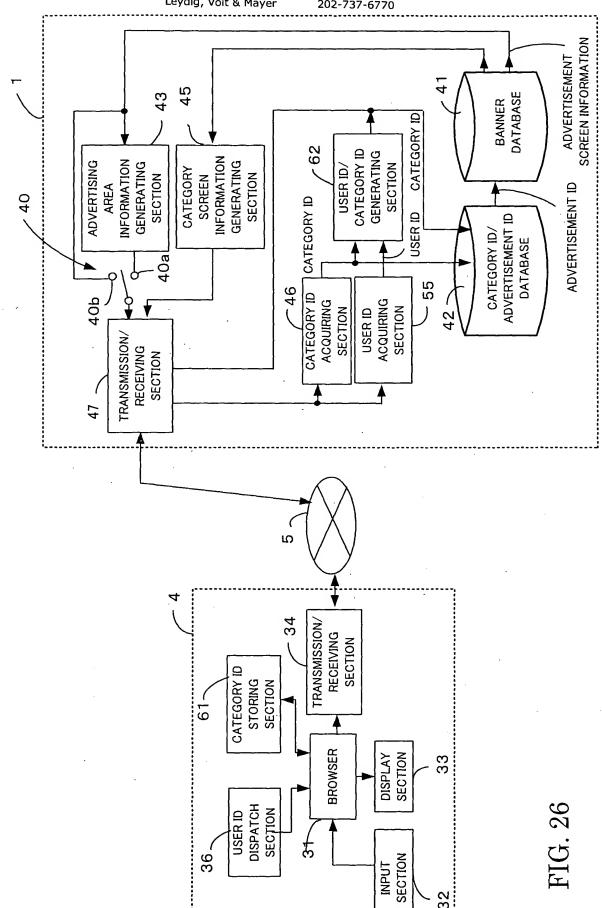


FIG. 27



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FIG. 27

User	User	Selected Category
ID	Name	ID .
1	SUZUKI	. 1

FIG. 3 0

User	User	Selected Advertisement
ID	Name	ID
1	SUZUKI	3,5,8,…

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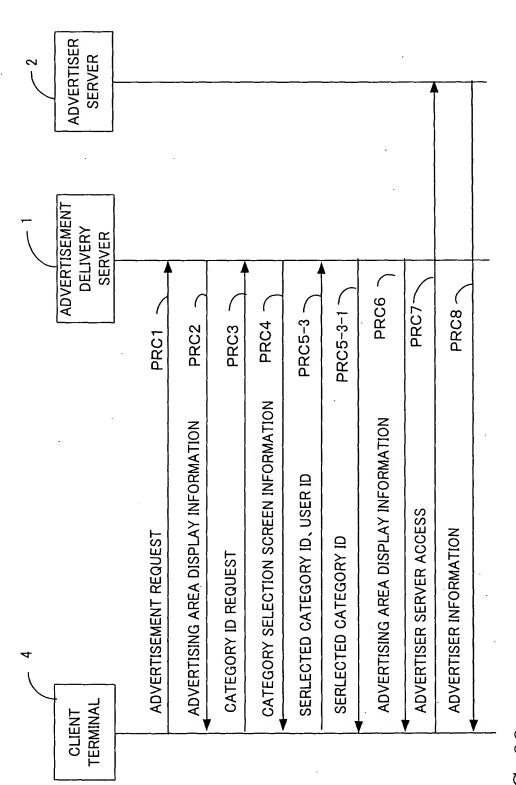
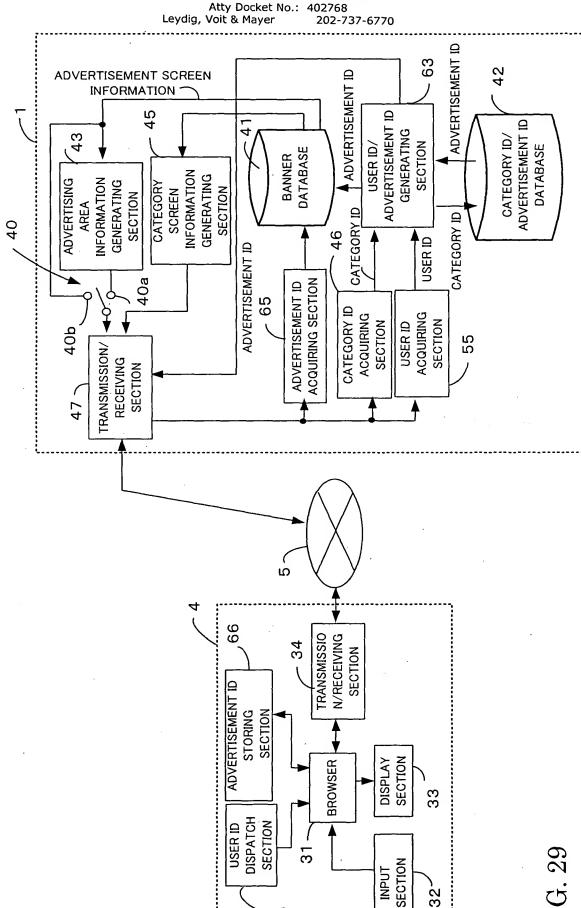


FIG. 28

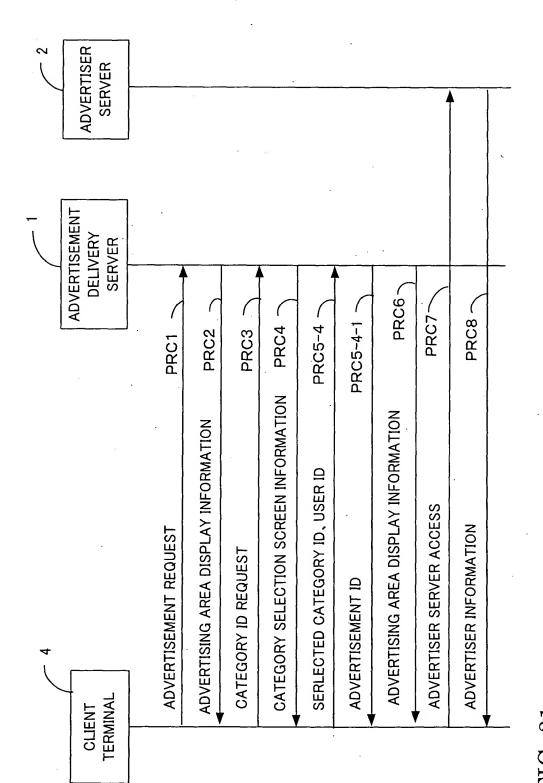
Inventors: Hiromitsu TAKAYAMA Atty Docket No.: 402768



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202-737-6770



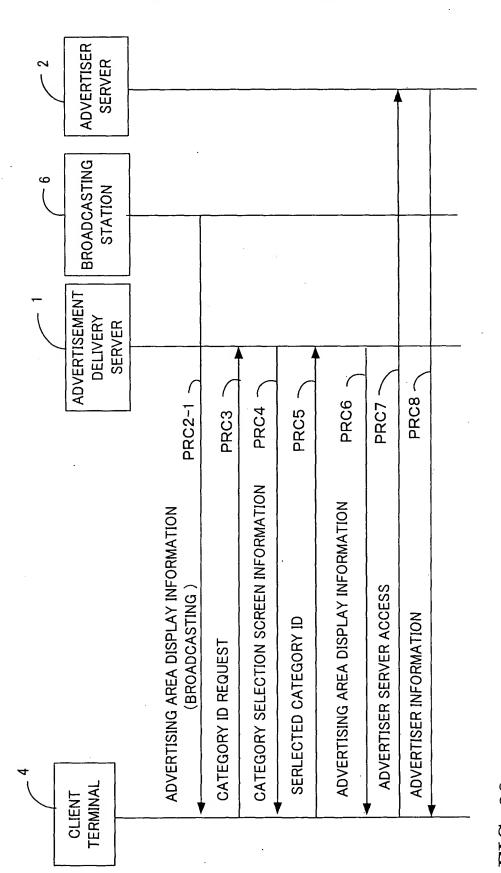


FIG. 32

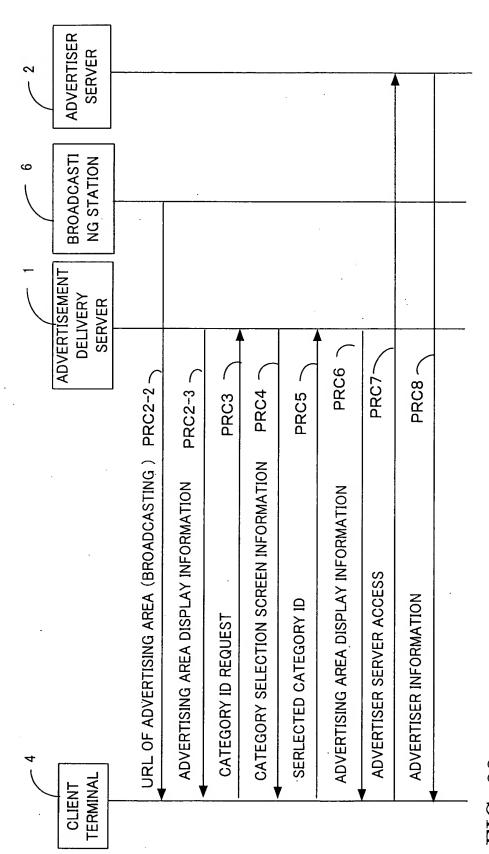


FIG. 33

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